

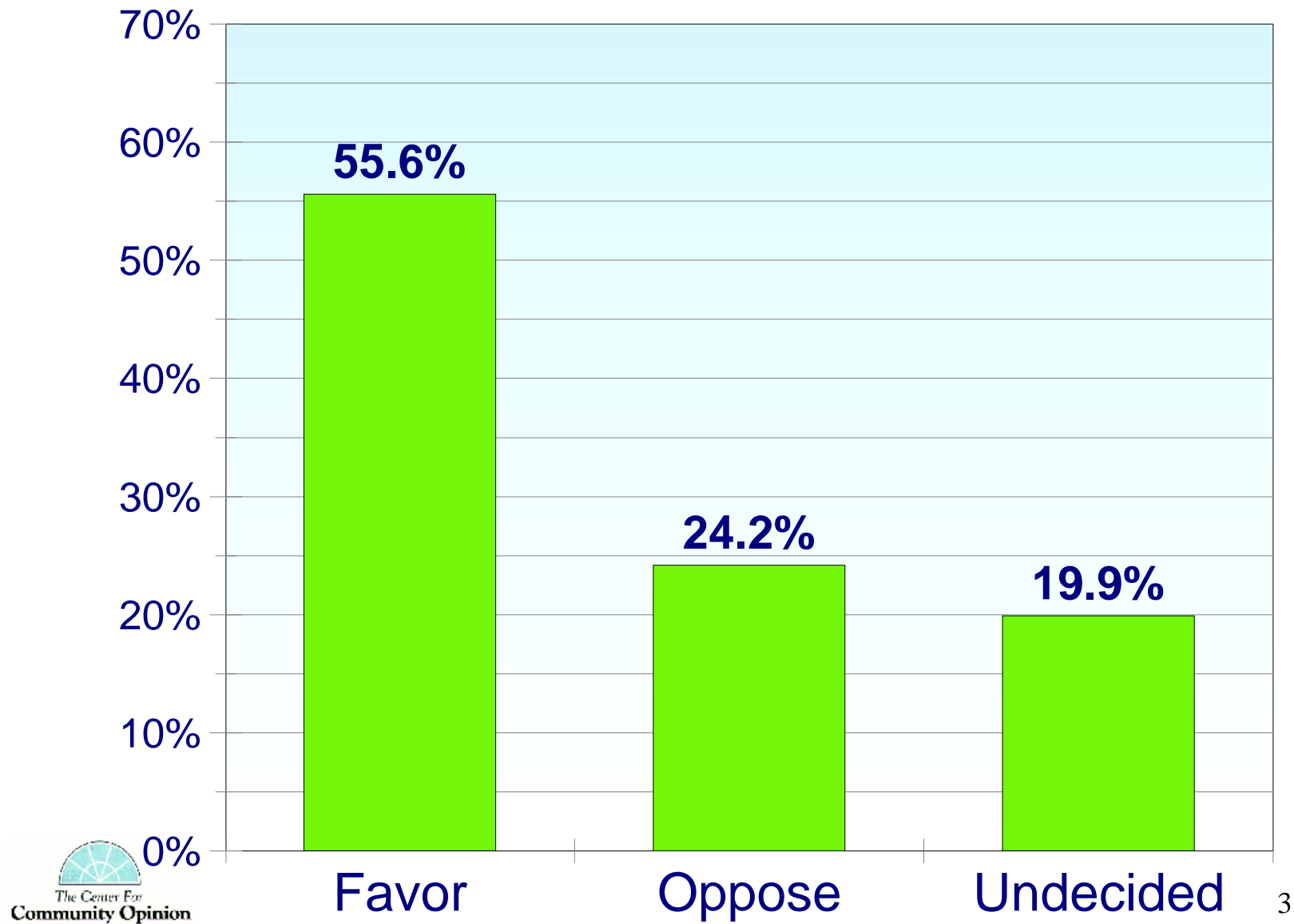
Survey background

- **This survey involved 600 completed telephone interviews**
- **Interviews were with registered voters in the City of Fremont, CA.**
- **All interviews were completed between April 8 and 13, 2002.**
- **The overall margin of error for the results of this survey is +/- 4%.**

Survey Methodology: Measuring Support

- Early in the survey, an uninformed base of support for a bond was assessed.
- The language of the question used to measure this base read as follows: ***The City of Fremont may place a proposal on the ballot that would increase local property taxes in order to replace three of the City's oldest fire stations, renovate and complete seismic upgrades at all other local fire stations and improve public safety by creating an emergency operations center and training facility. Would you favor or oppose such a proposal?***

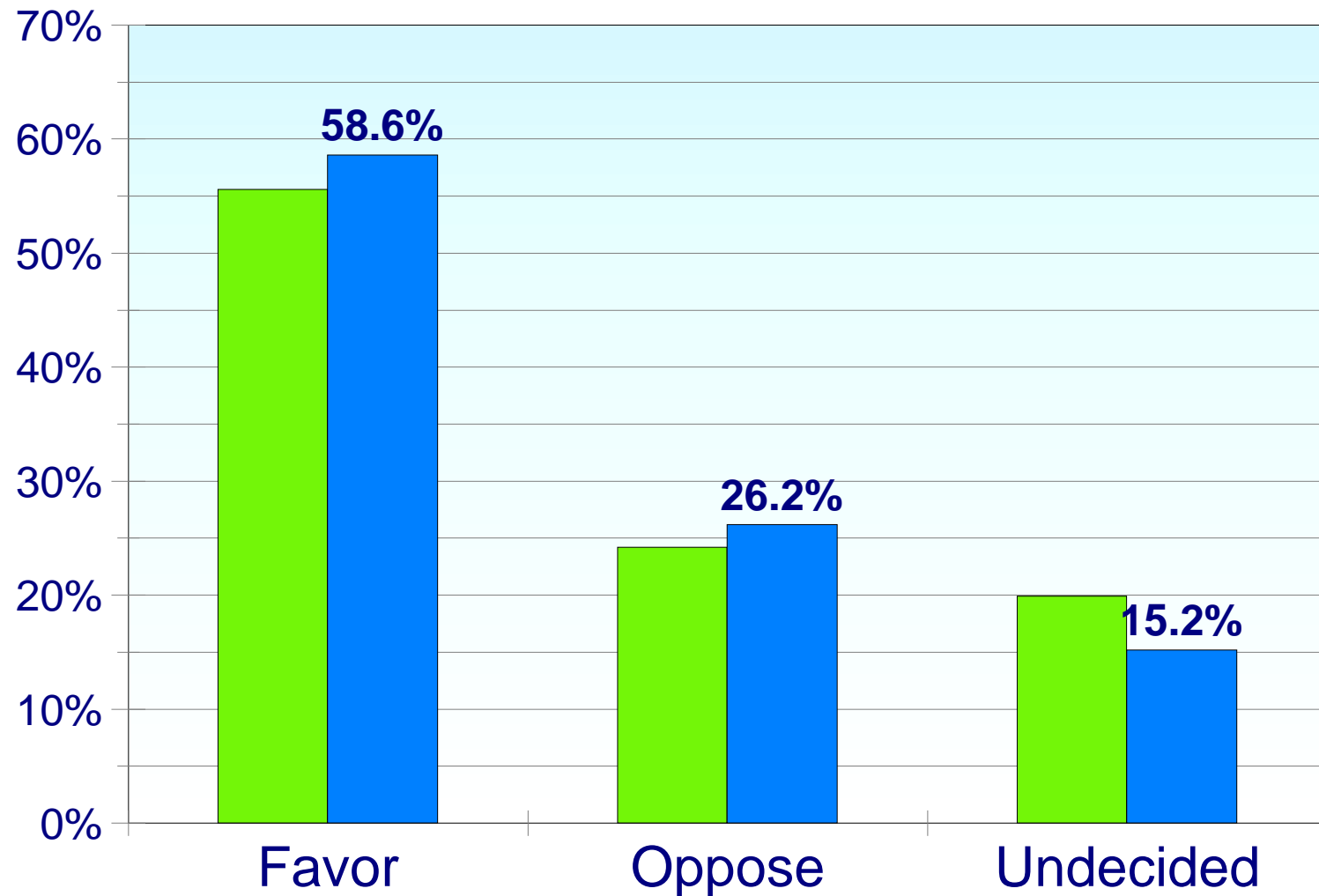
The Uninformed Base of Support



Survey Methodology: The Impact of Information

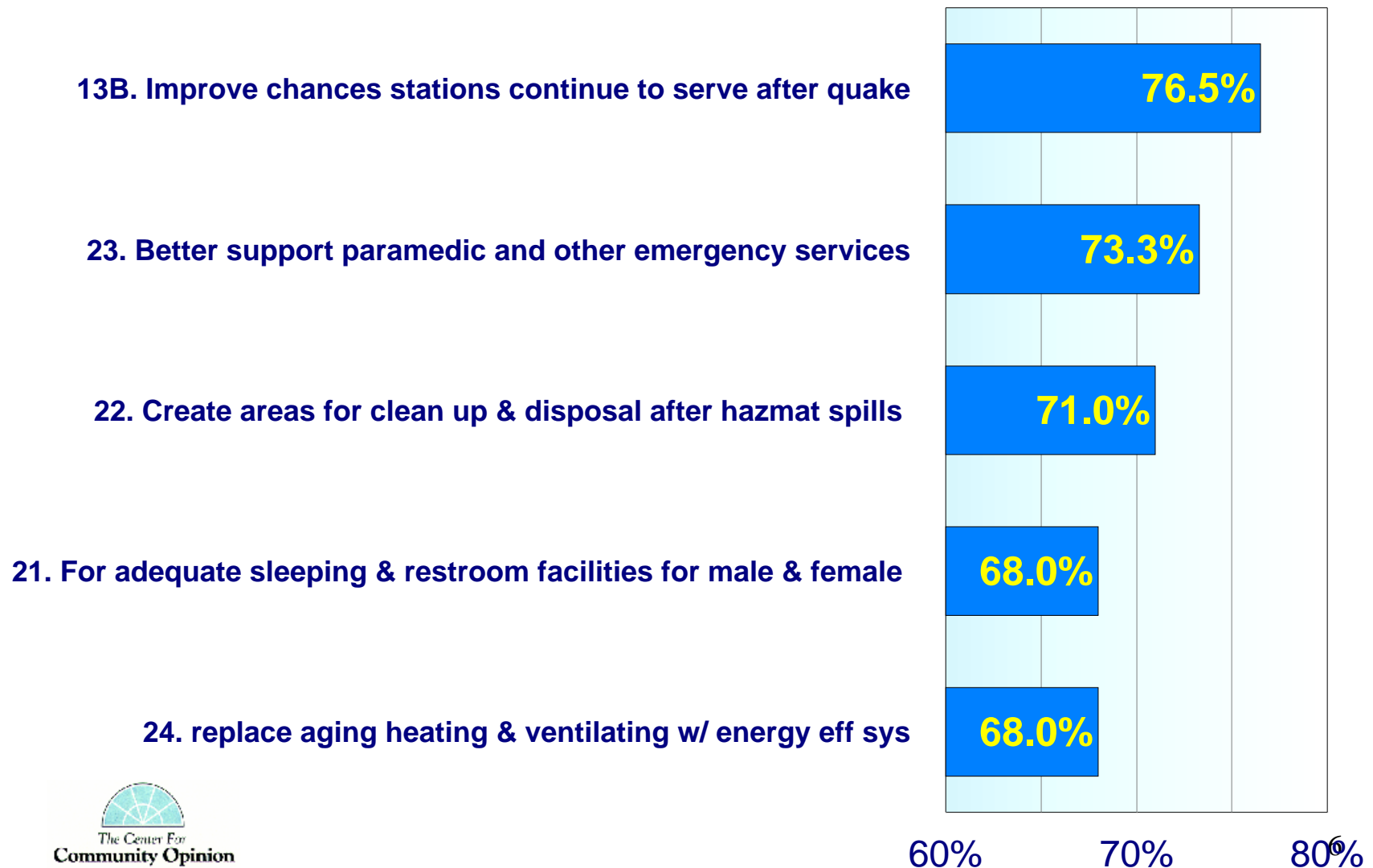
- This uninformed base of support is then used to evaluate the impact of specific information about the need for a bond and information about how bond funds might be used.
- Cost information is also presented. An acceptable tax rate is defined by assessing the impact of specific costs following the presentation of information about the need for funds.

Information Increases Support



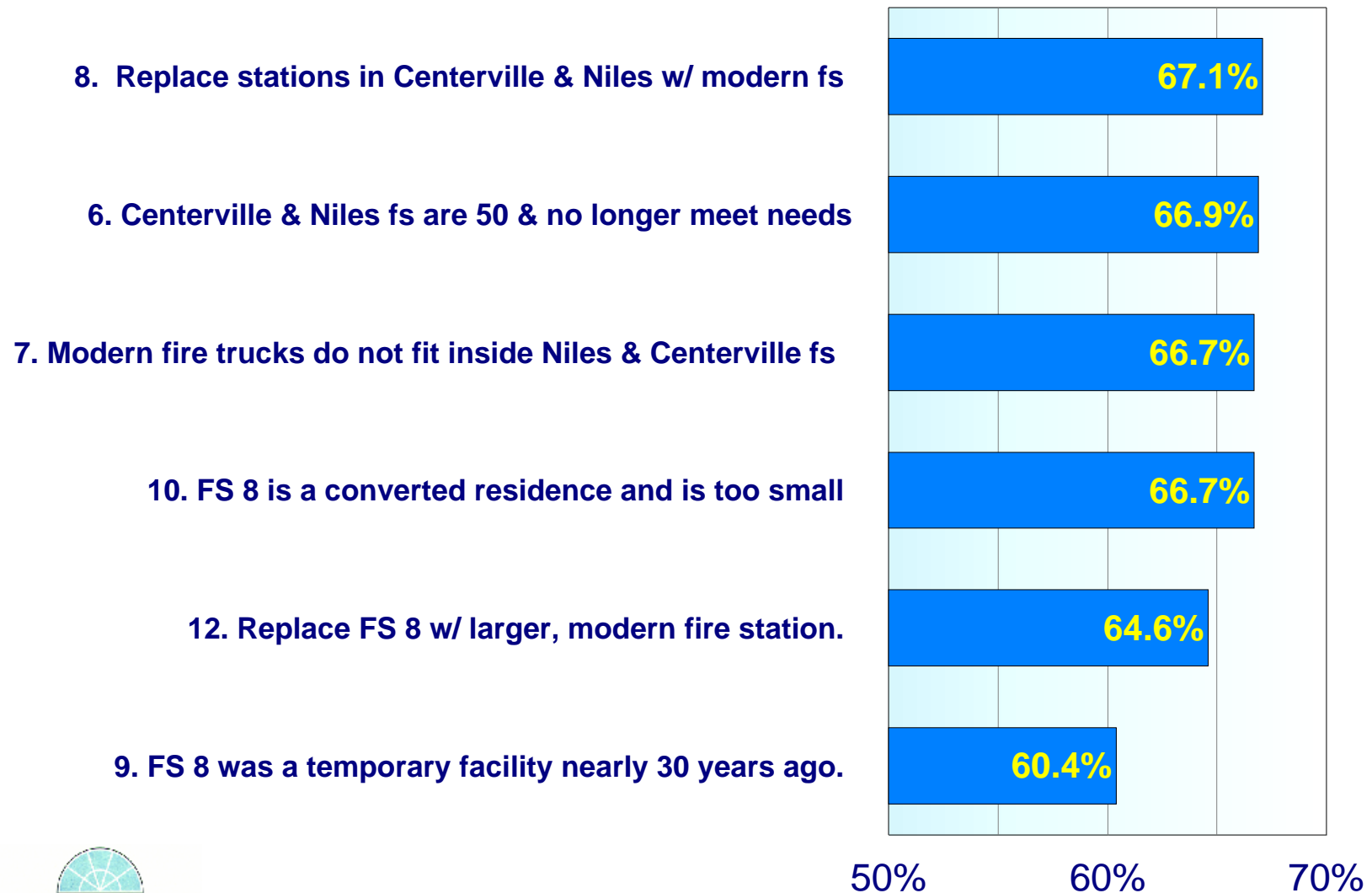
Information About How Funds Would Be Used

Graph is of the percentage made more likely to support by the information presented



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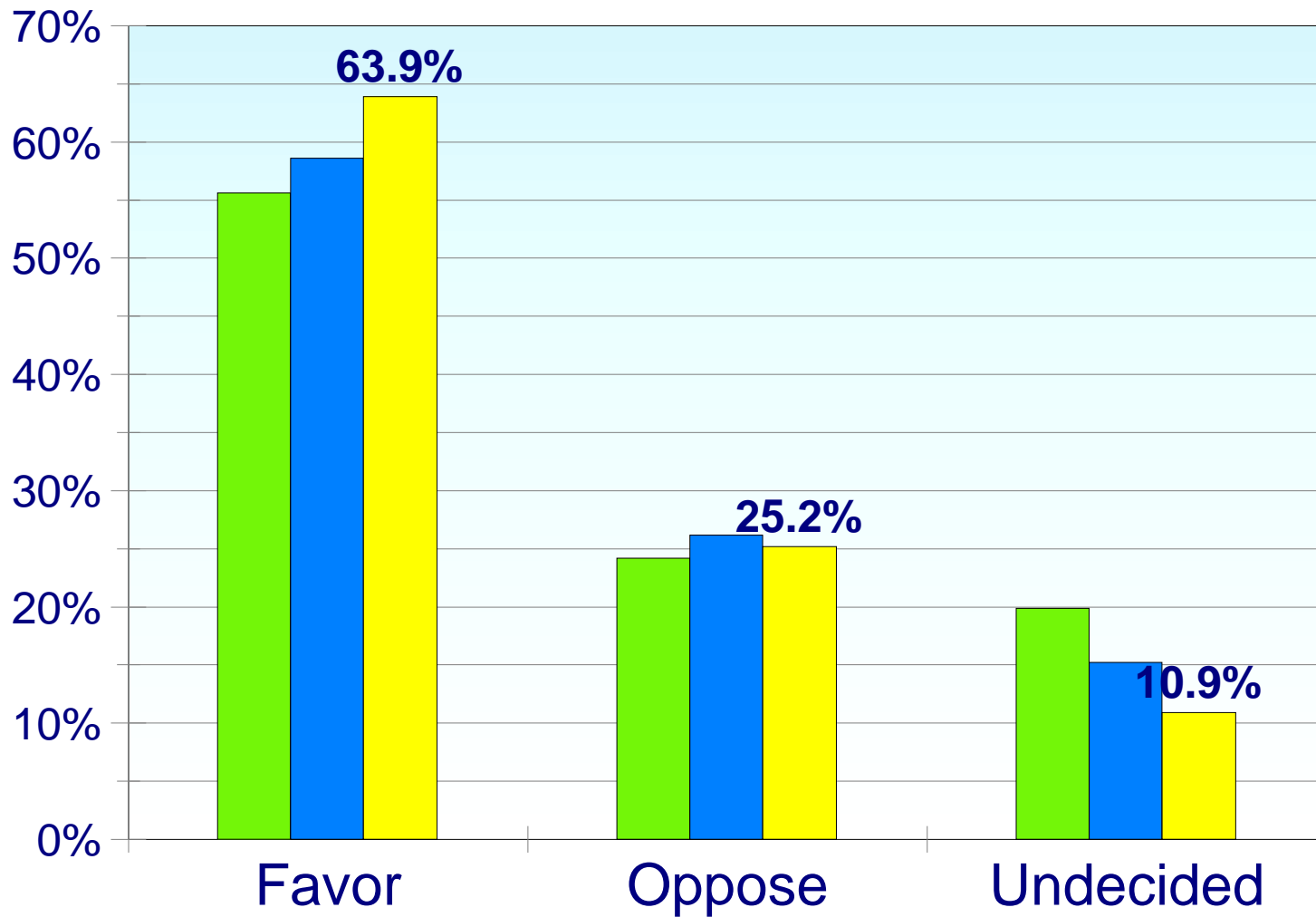


Information About How Funds Would Be Used

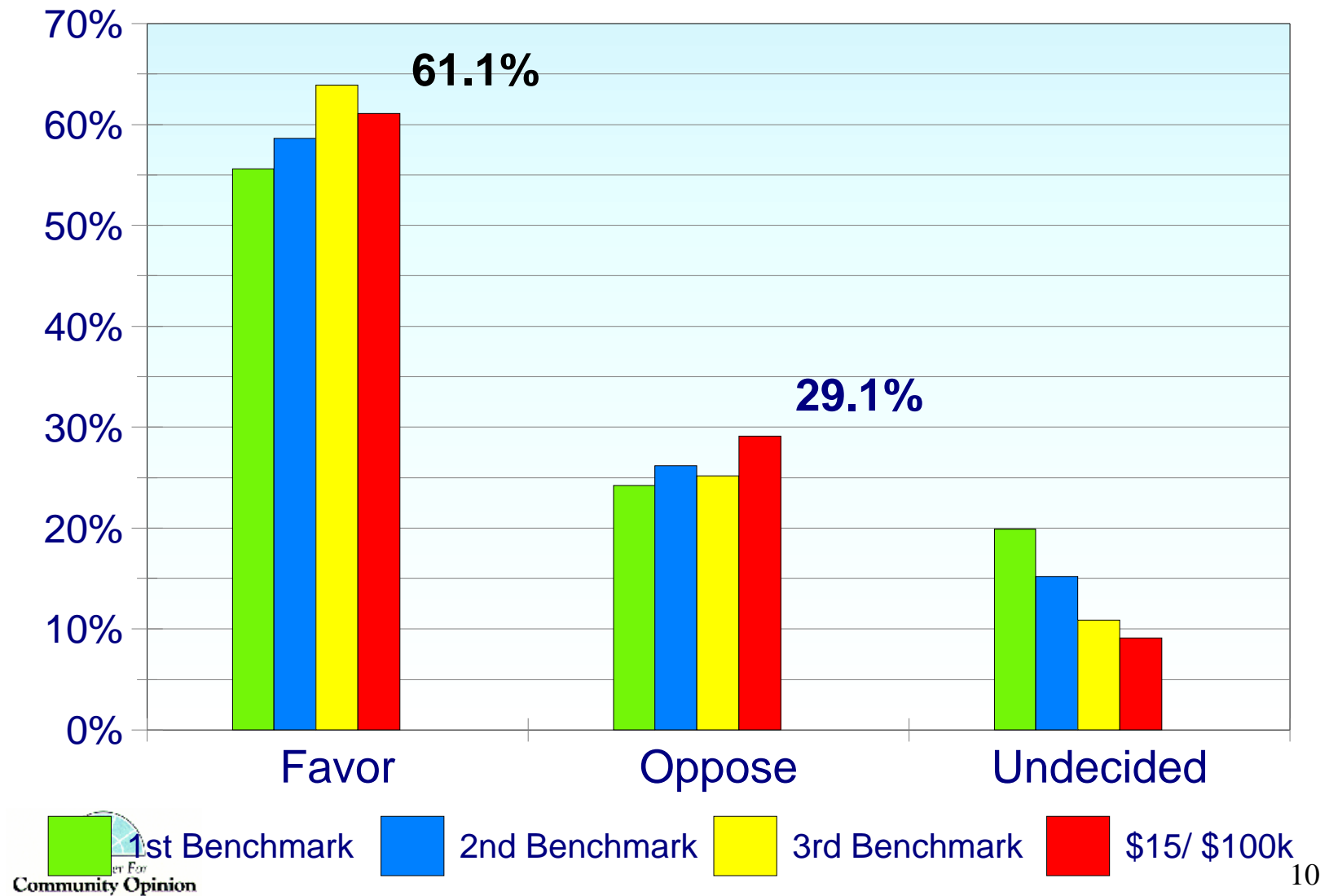
Graph is of the percentage made more likely to support by the information presented



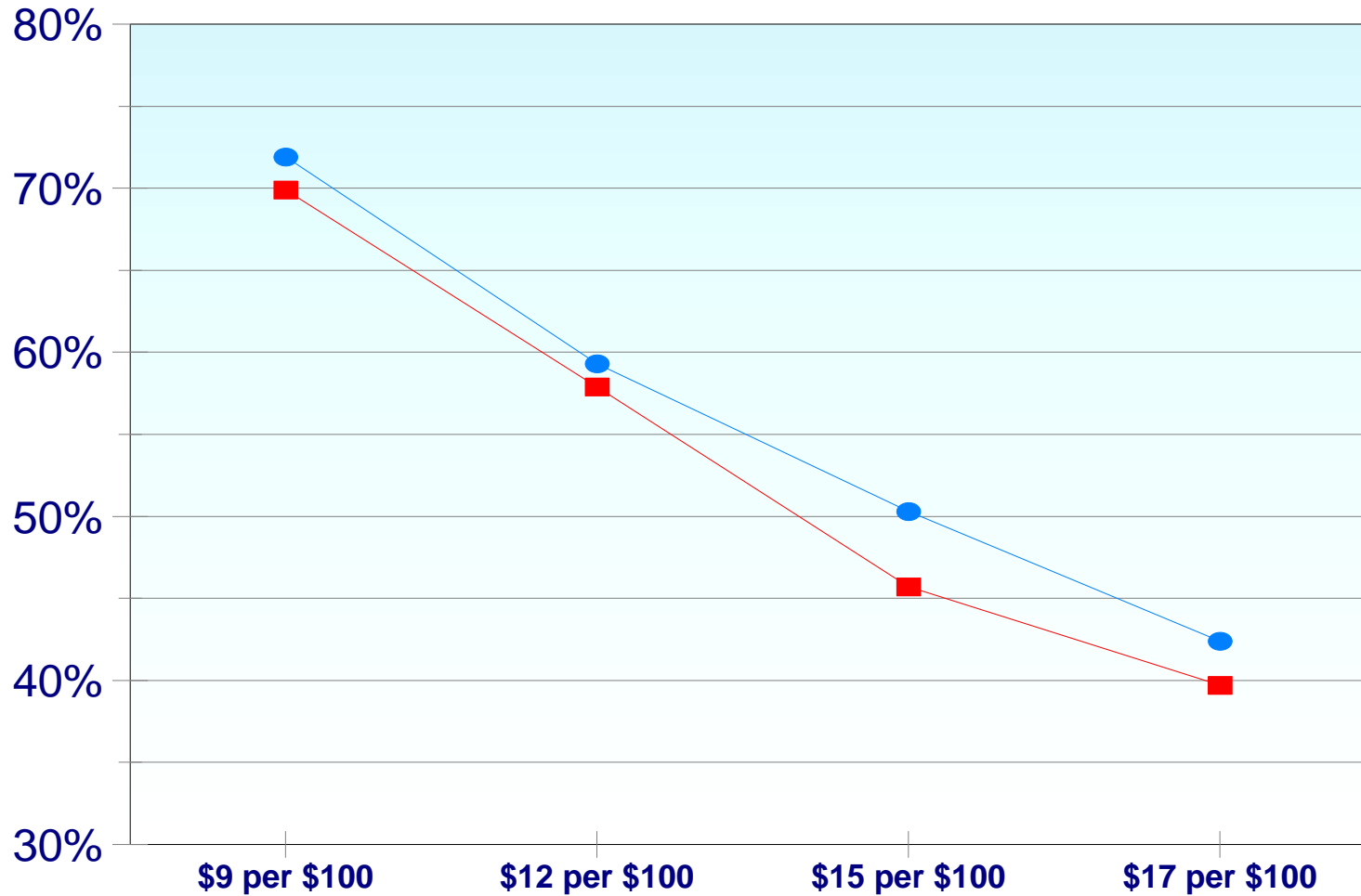
Information Increases Support



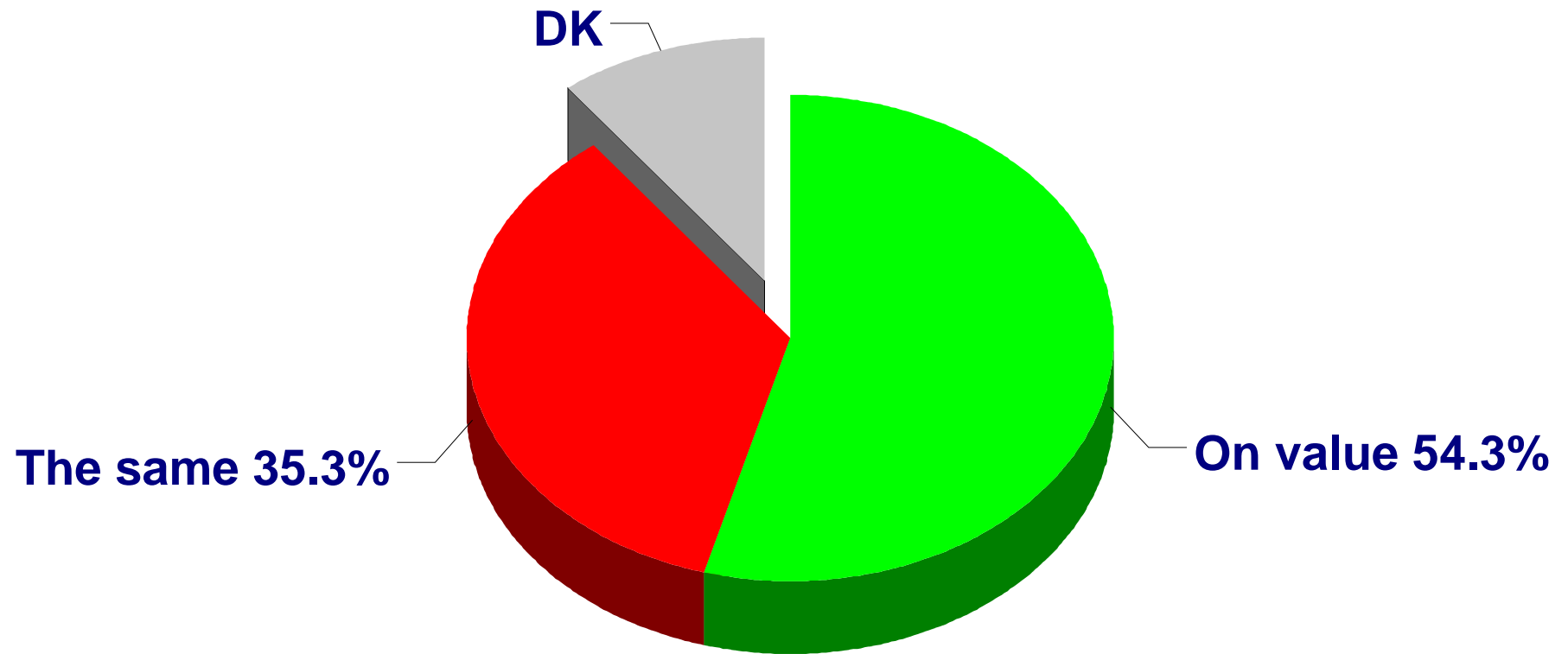
The Impact of Cost: \$15/\$100K



Other Tax Questions Help Us Recommend a Tax Rate

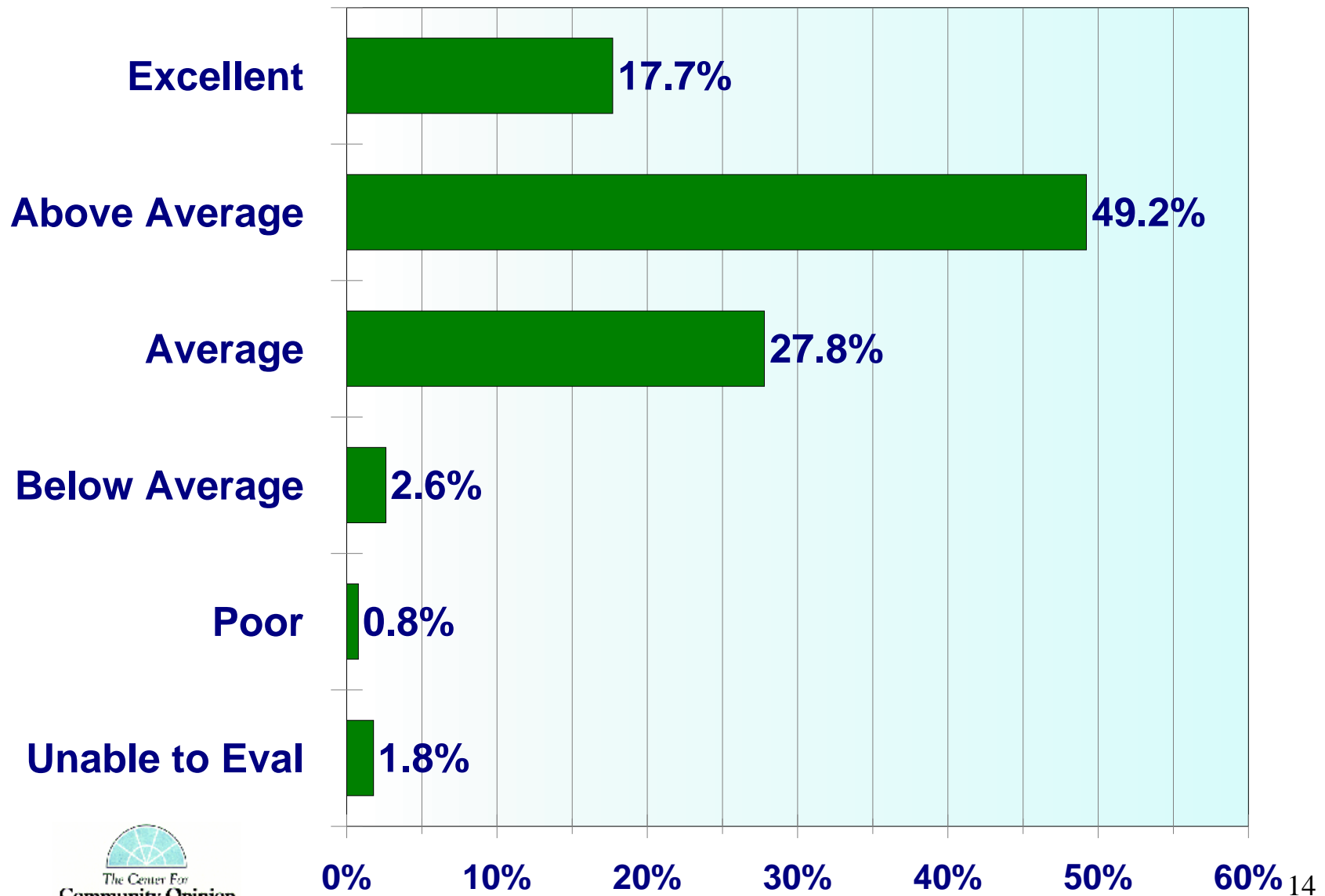


Type of Tax: Value Based



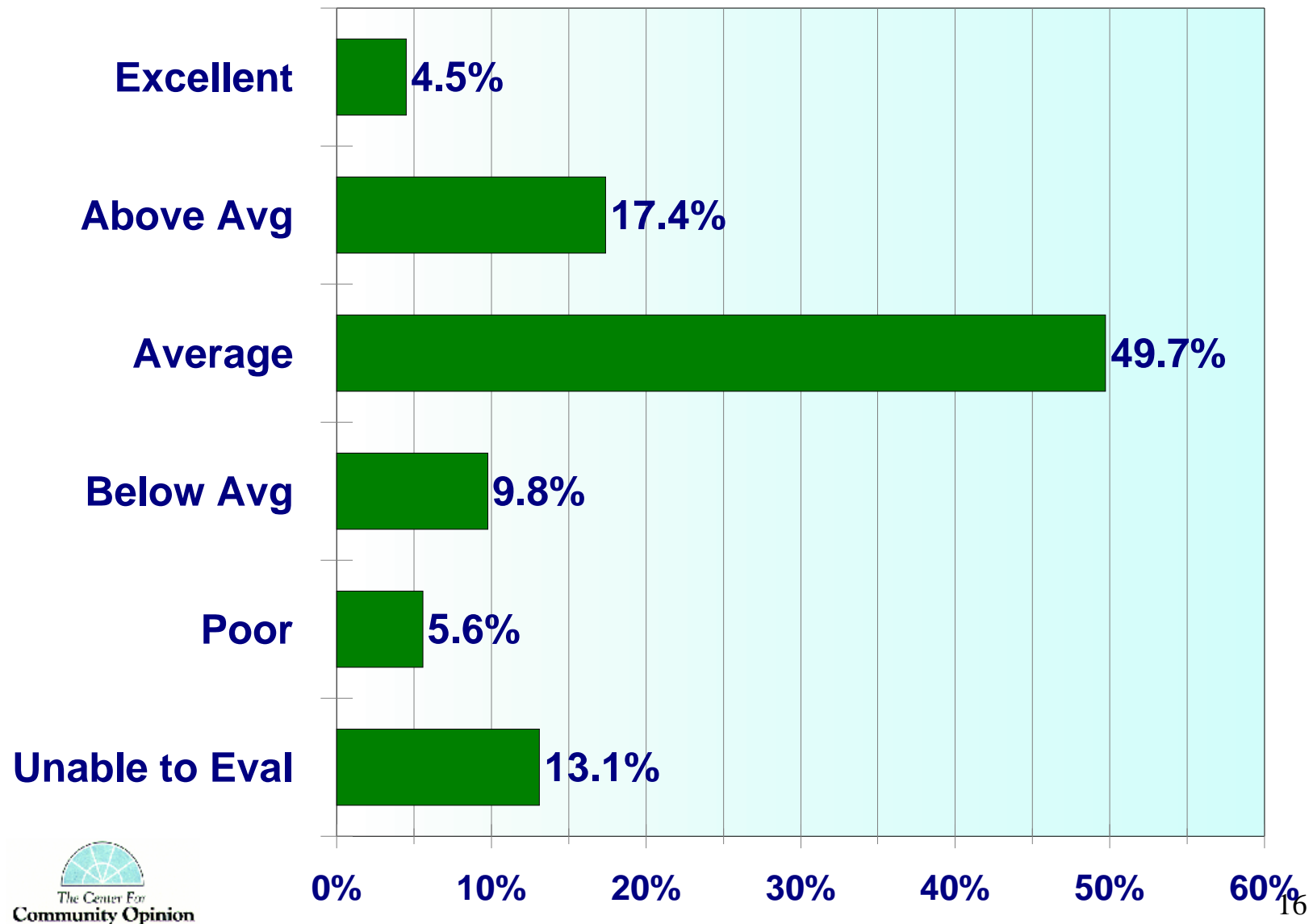
Please tell me if you believe the city
has done an excellent, above
average, average, below average or
poor job: Making the neighborhoods
in Fremont safe places to raise a
family.

66.9% rate the job as Excellent or Above Average

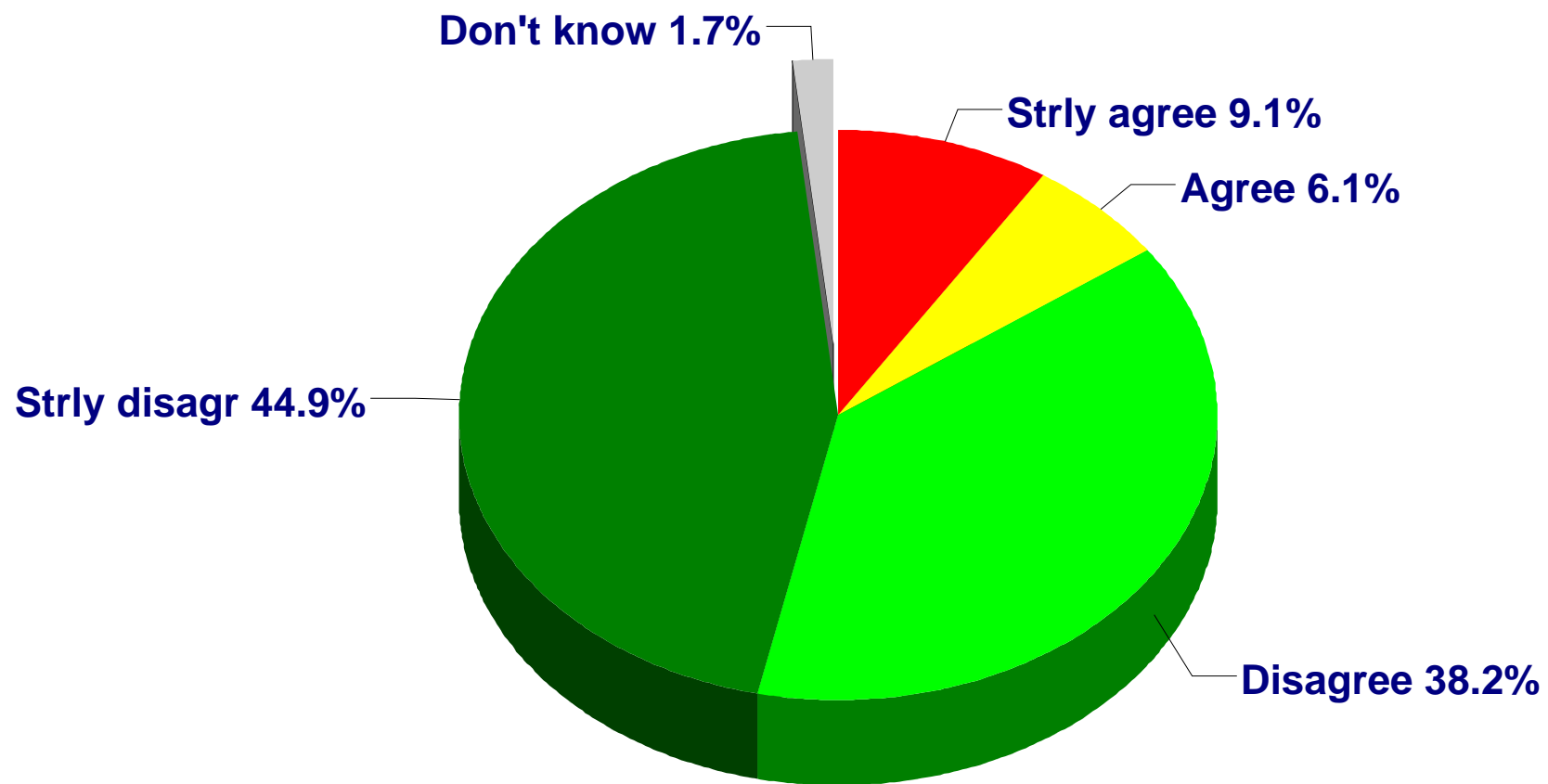


Please tell me if you believe the city
has done an excellent, above
average, average, below average or
poor job: spending tax dollars wisely.

21.9% rate the job as Excellent or Above Average



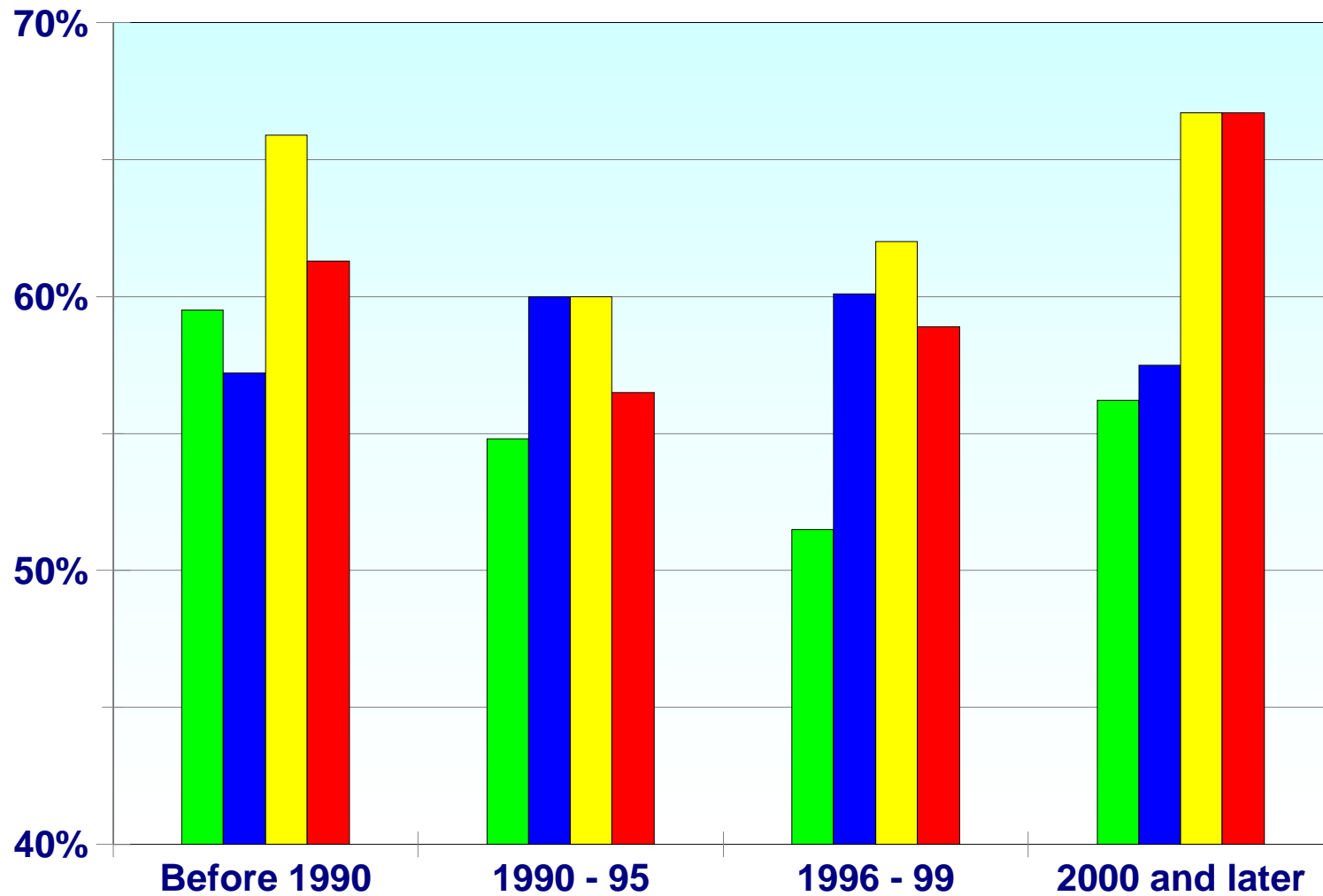
Please Agree or Disagree: I would never vote for a tax increase no matter what the money raised would be used for.



Recommendations

- **It is feasible to ask voters to approve a bond to renovate or replace local fire stations and create a public safety training center.**
- **The tax rate should be at or below a cost of \$10 per \$100,000 of assessed value.**

Support by registration date



1st Bench



2nd Bench



3rd Bench



\$15/ \$100k

The City of Fremont has identified more than \$50 million worth of critical public safety projects that must be addressed as soon as possible.

The City must replace three of its fire stations. One is less than one-third the size it should be and the other two are more than fifty years old. None can meet the demands of the fire and emergency response services provided by today's firefighters.

All of the City's other fire stations need **complete seismic upgrades** to make sure they will still be there to serve the residents of the City after a major earthquake or other disaster.

In addition, the City needs to build **an Emergency Operation Center** and **a state-of-the-art training facility** for local police officers and fire fighters. The City budget cannot address these needs nor are there state funds available. Only by asking local voters to approve a local tax increase can the City address these critical public safety needs.

The Impact of Cost

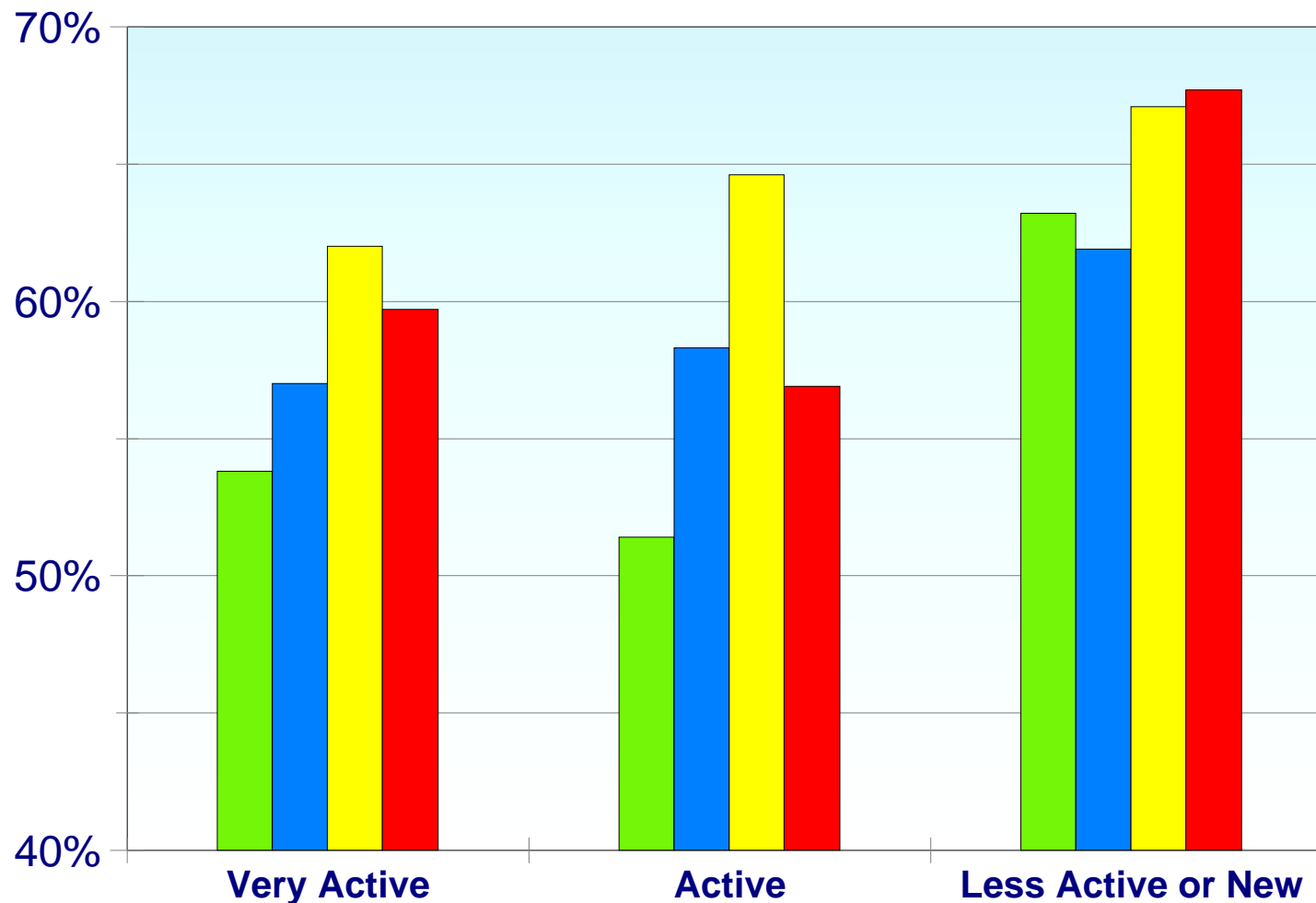
Let me add one additional fact. Approval of this tax increase would cost an annual average of \$15 per \$100,000 of assessed value.

Knowing this, let me ask you again if you would favor or oppose a local tax increase to replace three of the City's oldest fire stations, renovate and complete seismic upgrades at all other local fire stations and improve public safety by creating an emergency operations center and training facility?

Support is strongest among those least likely to vote.

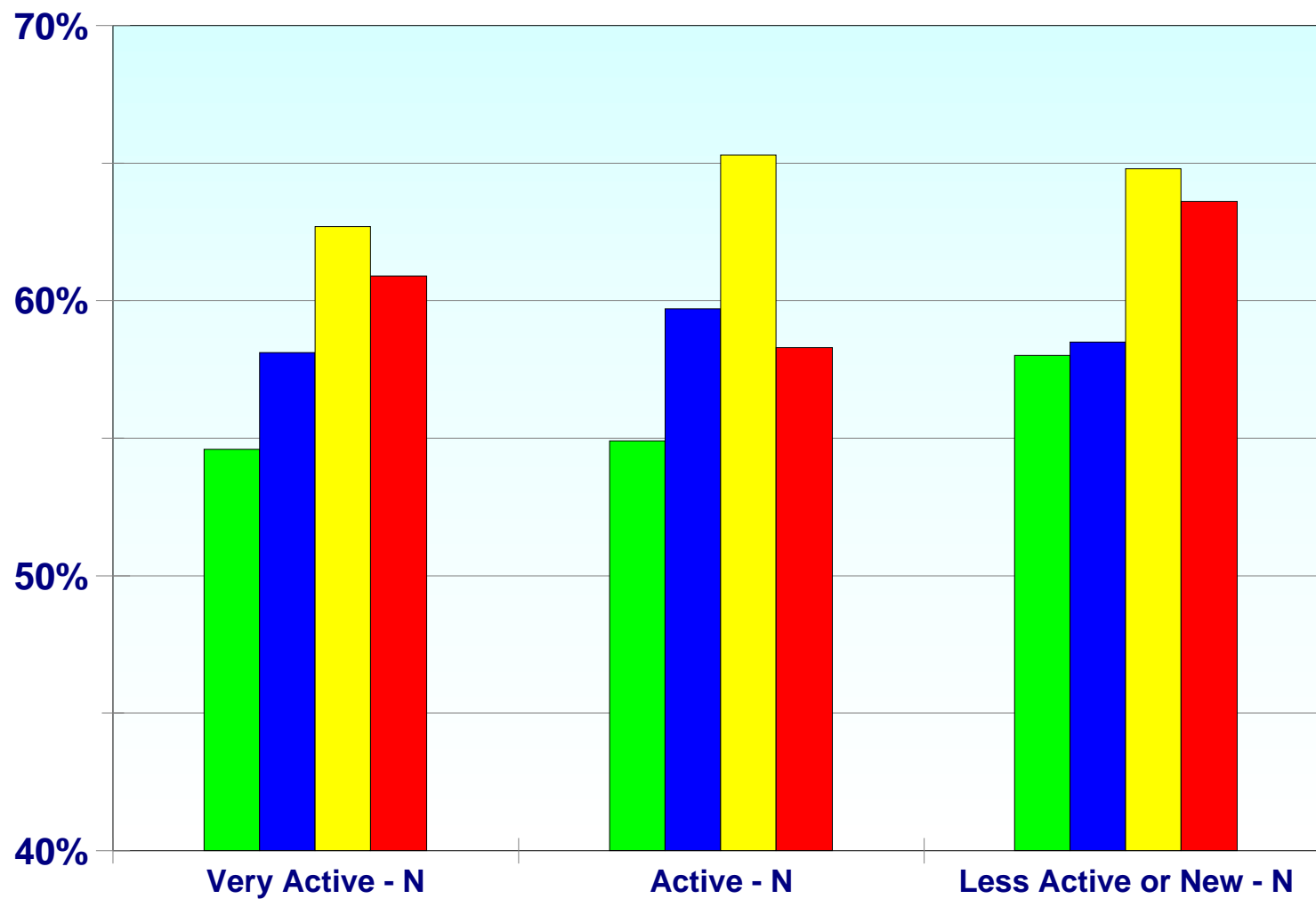
Very active voters have voted in 4 or 5 of the last five elections in the district. Active voters have voted in 2 or 3 of those elections. Less active voters have voted in 1 election or are newly registered.

Support by Overall Voting Habits



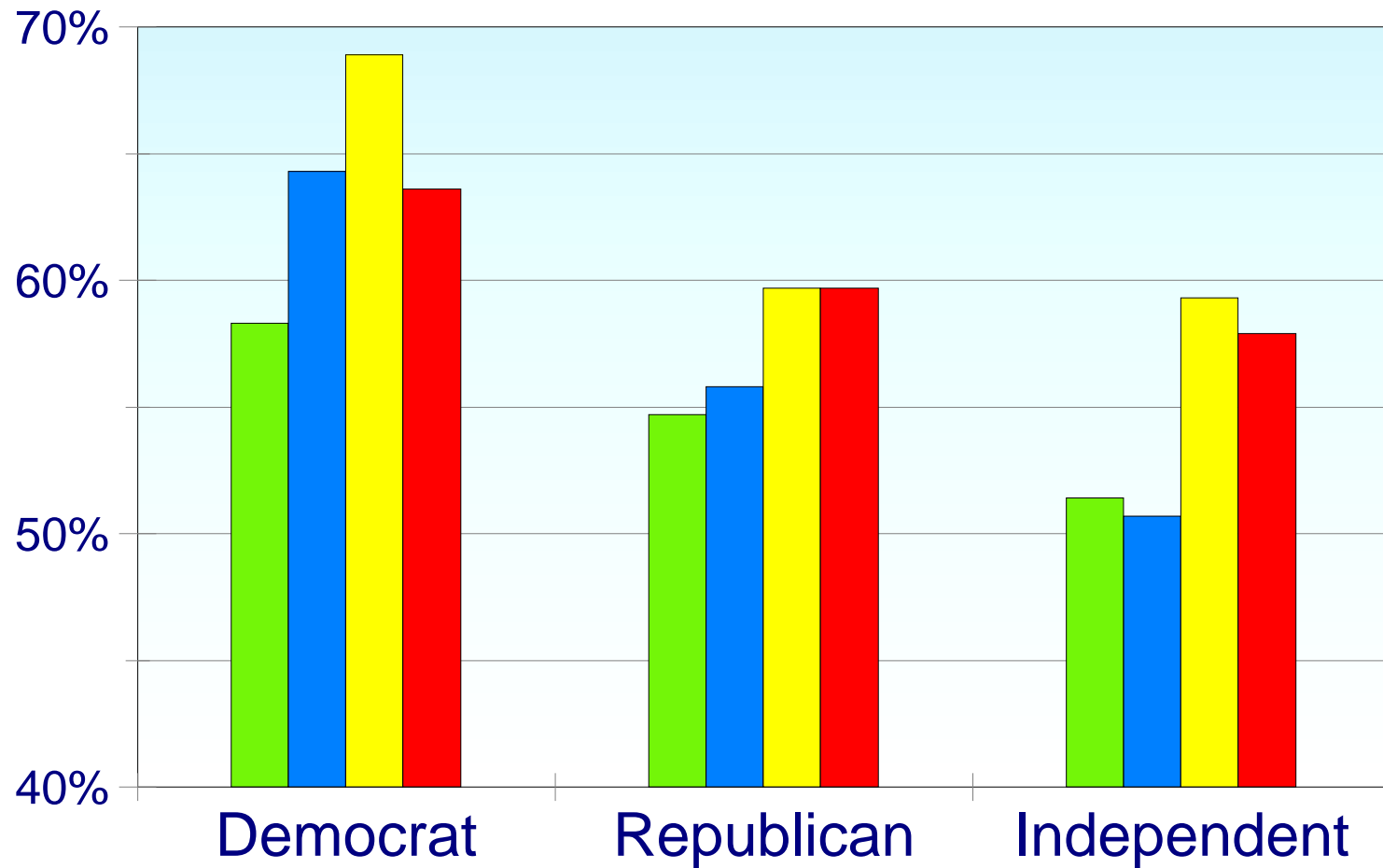
**Support is more uniform if we look at
the record of votes cast in November
elections**

Support by November Voting Record



Democrats are more supportive than Republicans

Support by Party



1st Bench



2nd Bench



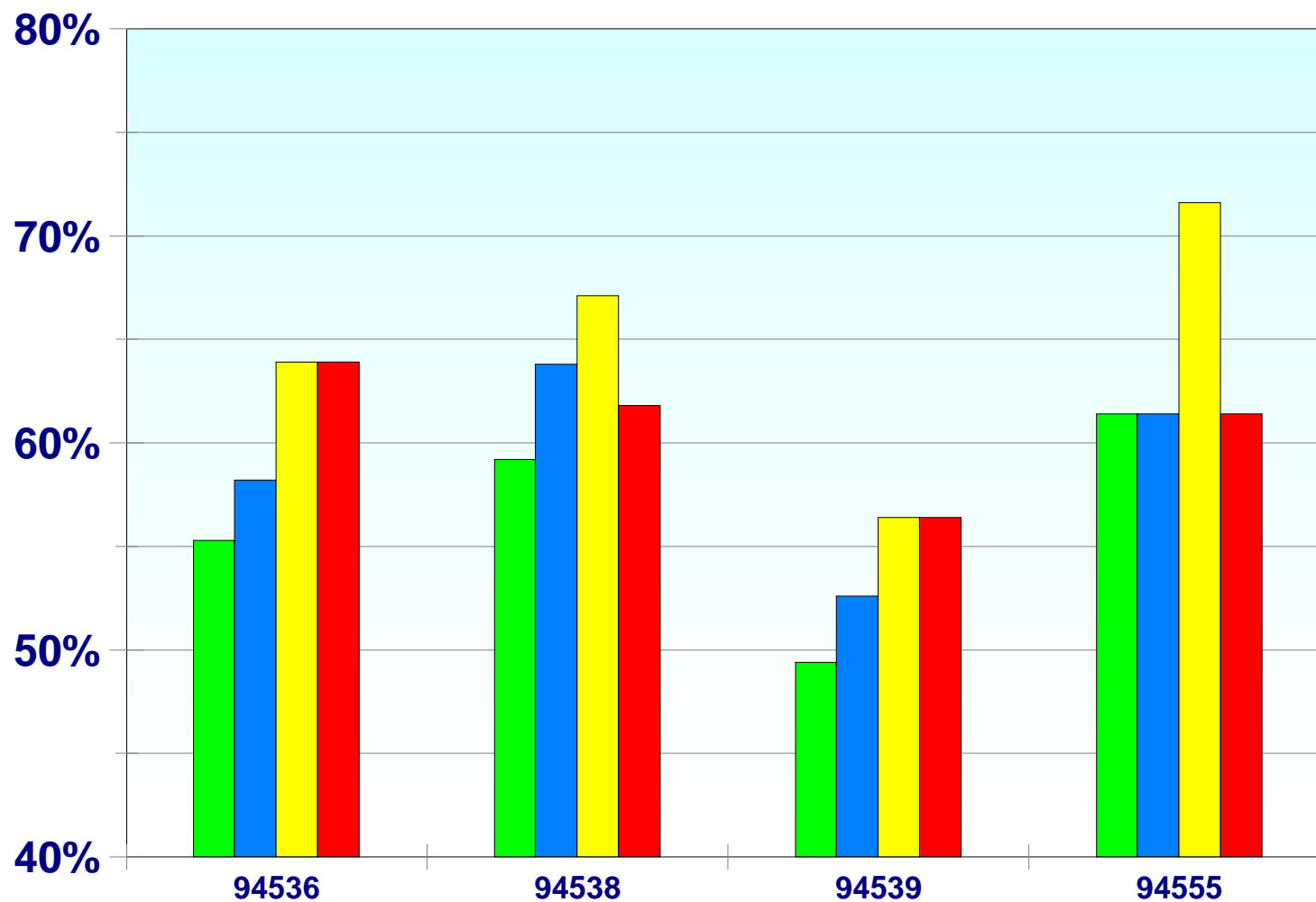
3rd Bench



\$15/ \$100k

**Support is lowest in ZIP Code
94538**

Support by Area



1st Bench



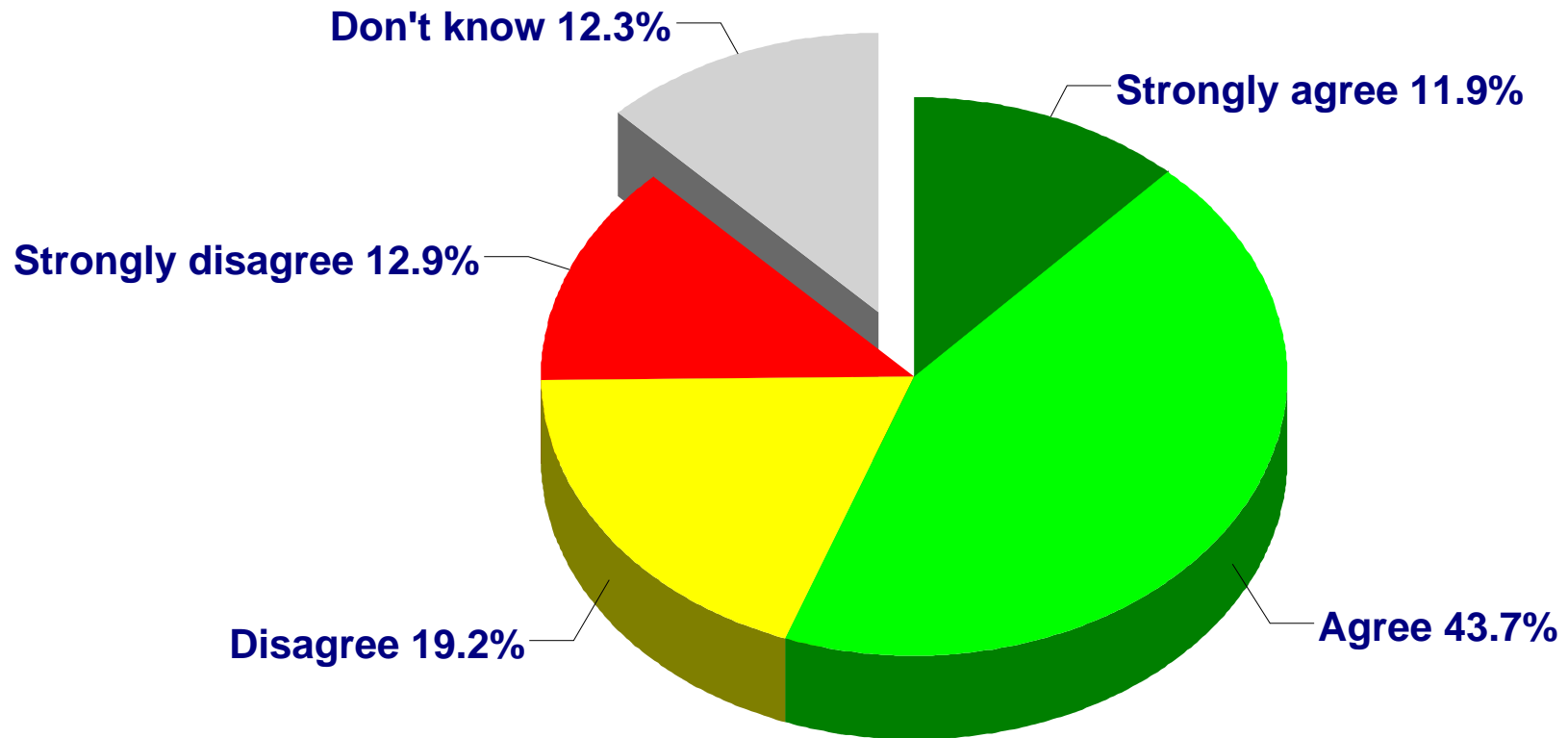
2nd Bench



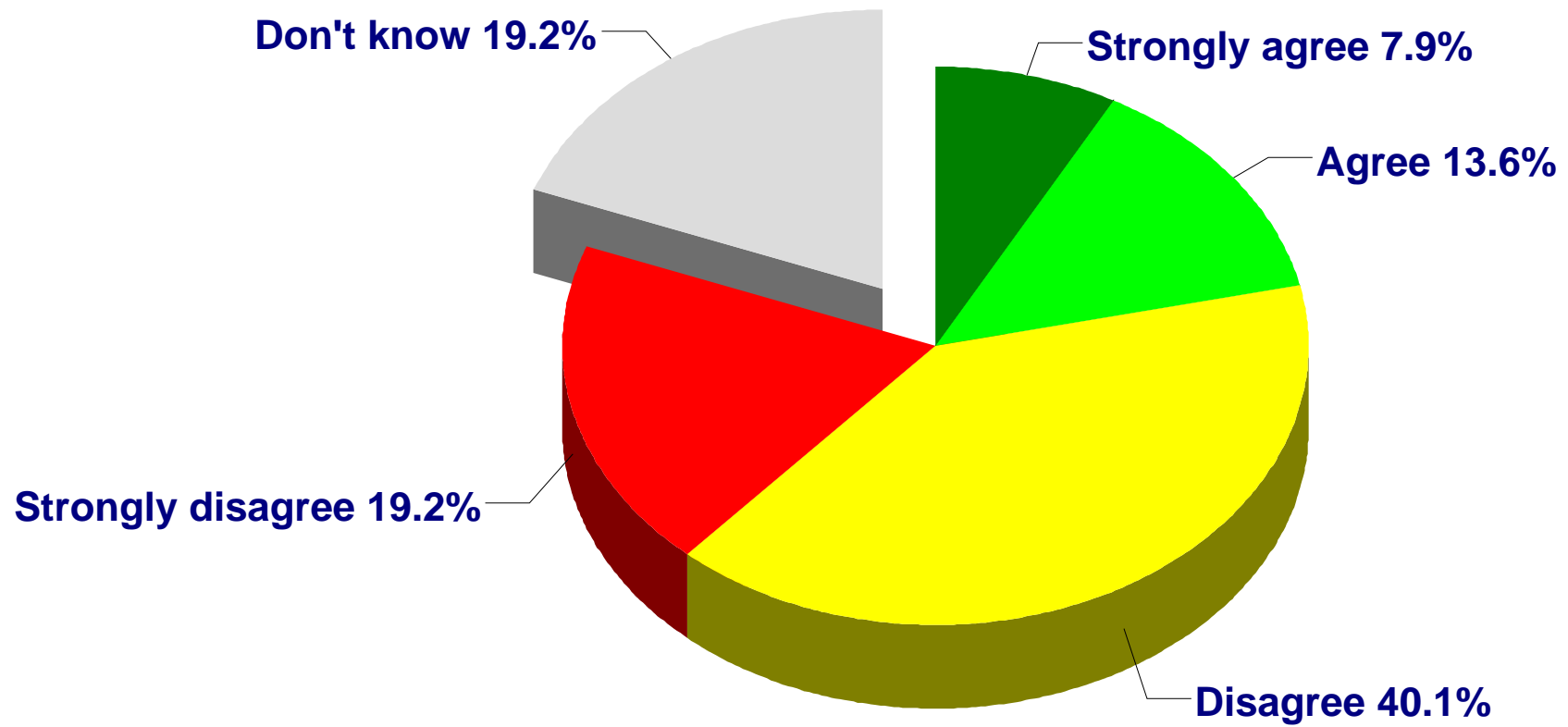
3rd Bench



\$15/ \$100k

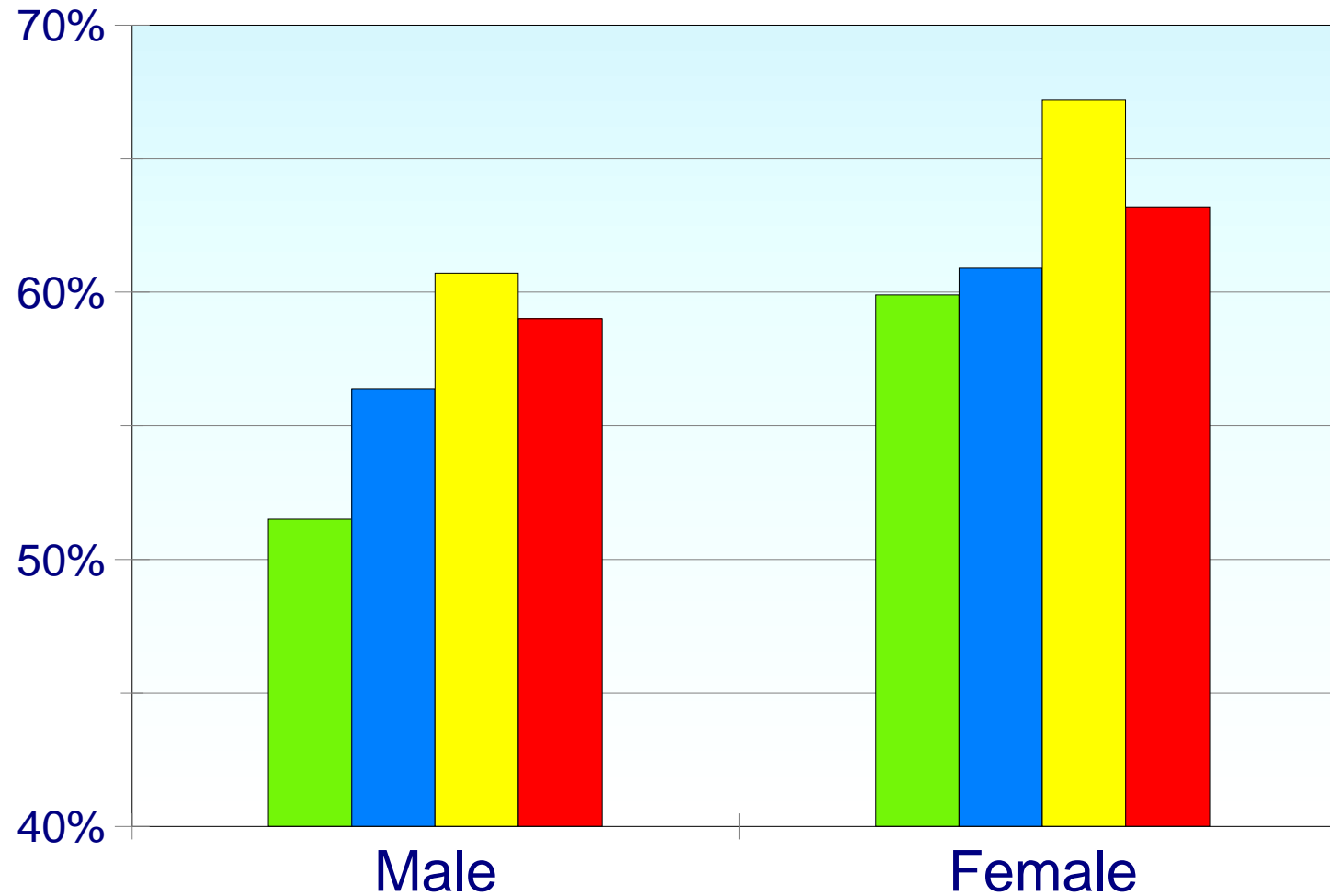


Please Agree or Disagree: Nothing appears to be wrong with the City's fire stations.



**Women are more supportive of a
bond than are men.**

Support by Gender



1st Bench



2nd Bench



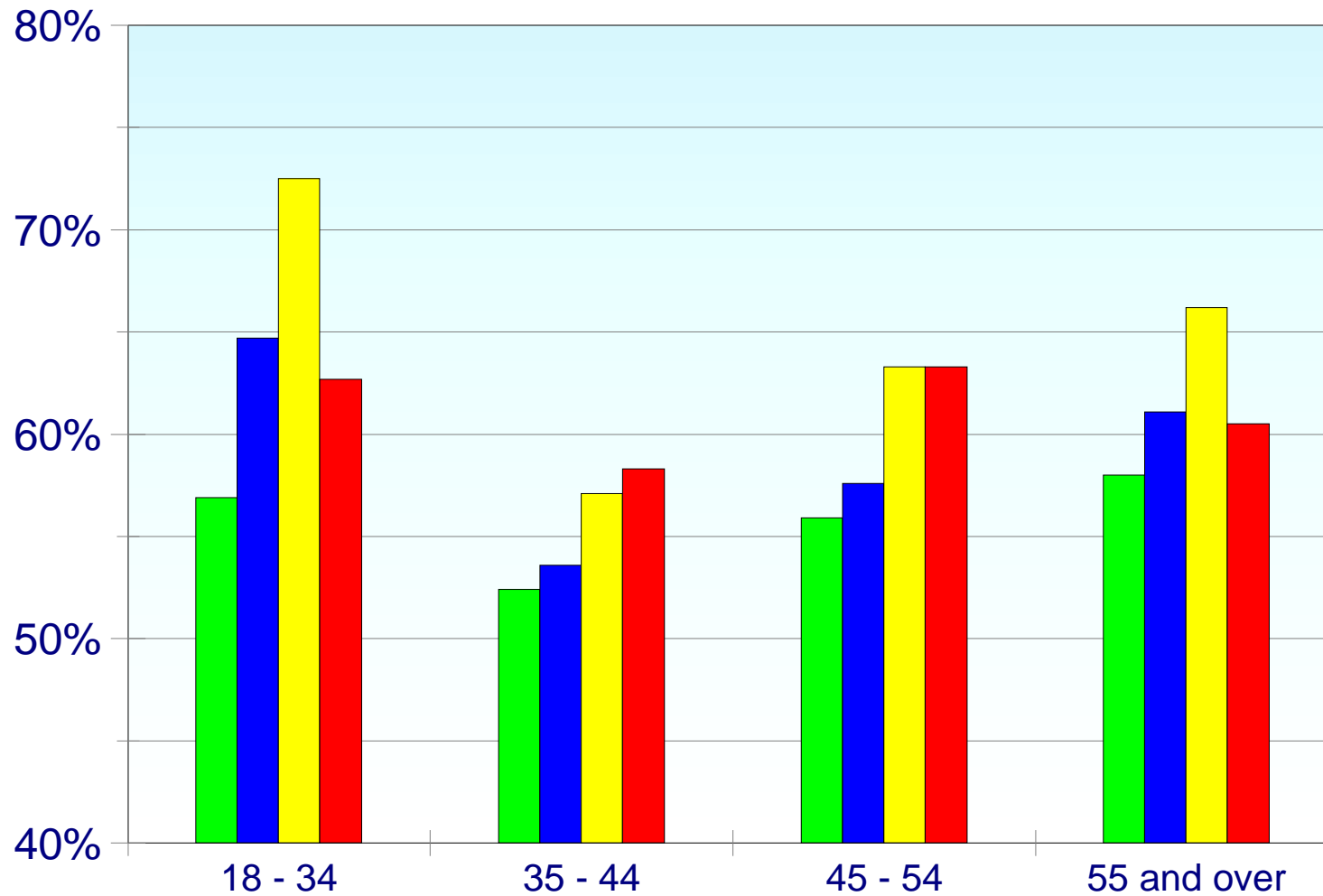
3rd Bench



\$15/ \$100k

Younger voters are more supportive of a bond than are older voters. But voters between 35 and 44 have the lowest levels of support.

Support by Age



1st Bench



2nd Bench



3rd Bench

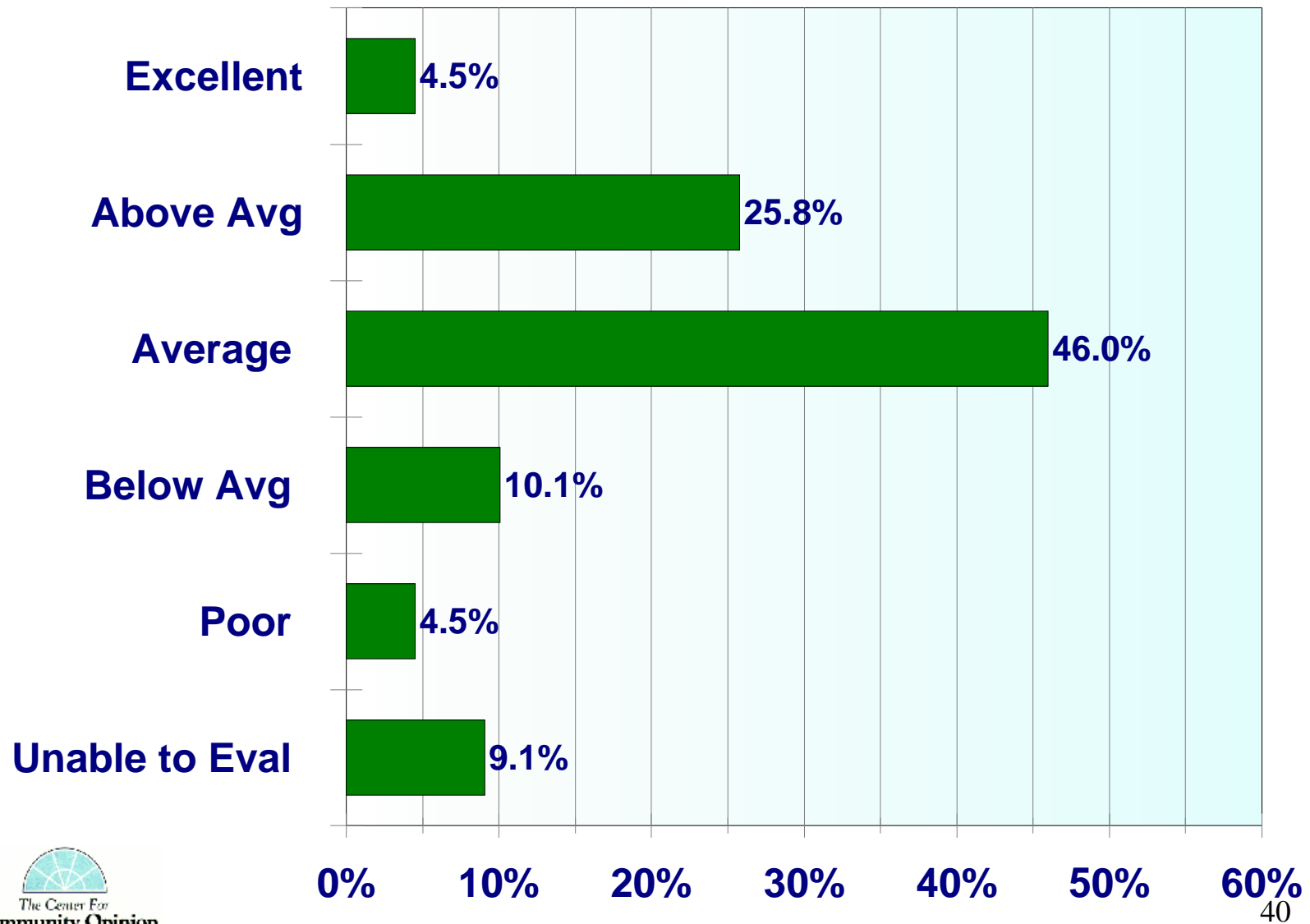


\$15/ \$100k

**Support for a bond is stronger
among those who registered
before 1990 and after 1999.**

Please tell me if you believe the city
has done an excellent, above
average, average, below average or
poor job: planning for the future.

30.3% rate the job as Excellent or Above Average



Please Agree or Disagree: The City can be trusted to properly manage additional tax dollars.